

SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107 An Autonomous Institution Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A' Grade Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai



DEPARTMENT OF MANAGEMENT STUDIES COURSE NAME : 19BA101- MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

I YEAR /I SEMESTER

UNIT 5: ORGANISATIONAL CULTURE AND CHANGE

Topic 5.4: Stability Vs Change



NATURE & CHARACTERISTICS OF ORGANISATIONAL CHANGE

- Change disturbs the old equilibrium
- **Change affects the whole organisation.**
- Change is a continuous process
- Change may be reactive or proactive
- Change is perceptual and behavioural
- Change affects individuals in multiple roles
- Change in natural as is death
- Change may be planned or unplanned
- Change may be incremental or transformational
- Change may originate in response to internal needs.



IMPORTANCE OF ORGANISATIONAL CHANGE

- Change in environment; economic and market change, technological change, legal/political change, resources availability change.
- Change in Managerial level HR:- retirement of managers, promotion of junior level mangers to higher levels, demotion/transfer/long leave or on training/study leave, dismissal or lay-off, resignation or turnover of managers.
- Deficiency in present organisation
- Check the growth of inflexibility





- Open to change (risk takers)
- High need of stabillity (risk averse)
- Some level of tension between stability and change is an inevitable part of organisational life – a part that poses both opportunities and challenges for participants.



PROACTIVE VS REACTIVE CHANGES



- Proactive change takes place when some forces to change lead an organisation to conclude that a particular change is desirable.
- Reactive change occurs when these forces to change make it necessary for a change to be implemented.

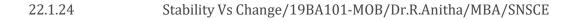




DIFFERENCES



Proactive change		Reactive change	
1.	Involves creation	1.	Involves correction
•	Involves improvement	•	Involves variation
•	Involves migration	•	Involves expansion
•	Involves modification	•	Involves re-configuration





CHANGE PROCESS

- 1. Problem recognition
- 2. Identifying the causes of problems
- 3. Implementing the change
- 4. Generating motivation for change
- 5. Managing transition state
- 6. Supporting change
- 7. Evaluating the change







THANK YOU

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8/8